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Tero® International, Inc.

Public Workshops

2007

March 28-30	Selecting and Leading Top Performers
April 3	Image and Influence
April 10-11	IMPACT® – How To Speak Your Way To Success
May 3	Outclass Your Competition
May 3	Image and Influence

Welcome to Tero® International's Monthly eZine

*Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;*

This is a stanza from Robert Frost's well-known poem, *The Road Not Taken*. How often have we ourselves faced an unknown path and experienced the uncertainty of whether or not we're making the right choice? With the choices we make, we must also take ownership of those choices. This month's eZine focuses on personal responsibility—ownership of your actions in the present, your past, and your future.

When taking control of the direction of your life, we must reflect on where we want to be and how we will get there. Read the side bar for brief descriptions of three people and the paths they took. They stand out as examples of strength and determination. It is just as important for us, whether our roads have been smooth or rocky, to know where we want to go.

Look back on your past and where you've traveled and then use that insight to take the next steps forward. You may encounter a few detours along the way—and many times these serve a purpose unknown at the time, but invaluable in retrospect. Move forward, or take a few steps back if necessary. It's your path.

*I shall be telling this with a sigh
Somewhere ages and ages hence:*

May 3	Image and Influence
May 3-4	Sales and Service: Building Customer Relationships
May 15-16	IMPACT® – How To Speak Your Way To Success
May 17	Outclass Your Competition
May 17	Image and Influence
June 14	World Class
June 15	World Class
June 21-22	IMPACT® – How To Speak Your Way To Success
July 16-20	Outstanding In Life: Life Skills For Young People

Tero® International

A number of notable figures have taken interesting paths toward their success.

Mary Kay Ash
Founder of Mary Kay, Inc.

*Somewhere ages and ages hence:
Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.*

If the security and firewall settings on your computer are making it difficult to view this eZine in its complete format, click below to view the March eZine. This link is valid for approximately one month when this eZine will be replaced with a new one.

[Click here](#) to view Tero's March 2007 eZine

Tero® International Public Workshops

Outclass Your Competition

A 5-hour Business Etiquette and Dining Tutorial workshop.
May 3 (Cedar Rapids), May 17 (Omaha)

Image and Influence: Polishing Your Professional Look

A 1/2-day workshop on polishing the message your appearance sends and discovering the best way to present yourself.
April 3 (Des Moines), May 3 (Cedar Rapids), May 17 (Omaha)

IMPACT® - How To Speak Your Way To Success

A 2-day workshop on speaking confidently and persuasively.
*April 10-11 (Des Moines),
May 15-16 (Omaha), June 21-22 (Des Moines)*

Beyond Compromise™ A Better Way To Negotiate

A 2-day workshop on how to move negotiations to win/win outcomes.
August 9-10 (Des Moines)

Time Management Through Goal Setting

A 2-day workshop on setting goals, balancing priorities, managing time and building stress strength.
December 13-14 (Des Moines)

Selecting and Leading Top Performers

A 3-day workshop on recruiting, interviewing and leading top performers
March 28-30 (Des Moines)

Sales and Service: Building Customer Relationships

A 2-day workshop on interacting more effectively with customers
May 3-4 (Des Moines)

WorldClass: How To Succeed In the International Arena

A 1-day workshop on cross-cultural preparedness training
June 14 (Cedar Rapids), June 15 (Des Moines)

Outstanding In Life - Life Skills For Young People

A 5-day workshop on personal and interpersonal skills for young people
July 16—20 (Des Moines)

[Click here](#) to register for a public workshop



She started studying as a doctor and selling part-time, but proved so adept at selling that she soon did it full time. She became a sales director at World Gift, but was passed over for promotion so many times, that she decided to call it quits after 25 years of corporate sales.

On September 13, 1963, with \$5,000 in savings, she opened her dream cosmetics business. She had bought the formula for a skin-care cream and started operating from a small Dallas storefront. With nine salespeople, or beauty consultants as she called her team, they made nearly \$200,000 profit in the first year of operation. In 2004 the company had sales of over \$1.8 billion in 30 markets and had an independent salesforce of 1.3 million.

Quote by Mary Kay Ash:
"If you think you can, you can. And if you think you can't, you're right."

Sources:
<http://www.financial-inspiration.com/Mary-Kay-Ash-biography.html>
<http://creativequotations.com/one/307.htm>
http://usa-hero.com/ash_marykay.html

[Click here](#) to register for a public workshop

Ask Tero®

This section contains questions asked of the training professionals at Tero. Do you have a question for Tero? Let us know! If there is a topic or question you would like to see addressed in a future eZine, please make suggestions so we can give you the resources you need. Thank you for the continued responses we receive each month.

Question: If an invitation states business casual or resort casual, how do I know if it means the same thing as my organization defines it? What should I consider to be appropriately attired?"

Tero® says: Defining Business Casual has been an on-going challenge since its inception in the early 1990's. Unfortunately, there are no official parameters that are universally acceptable. At one company Business Casual could mean khaki pants and polo shirts while at another company it means a sport coat but no tie. Rather than focusing on the dress code of your company or that of a company you might be visiting, I encourage people to focus on the visual message you (and they) want to convey. If you want your customers and colleagues to have the perception that you are professional and skilled in your field, your appearance should reflect that.

One of the easiest ways to polish your appearance in a Business Casual environment is to wear dress slacks rather than cotton pants. Cotton pants wrinkle and don't look as refined as dress slacks do, diminishing your impact. Another recommendation is to always have with you a "structure piece." This is the article of clothing which forms an outfit, such as a jacket, cardigan, tie, vest, etc. Your look will be more complete and your visual presence will be more dynamic. You will always look appropriate if you incorporate these two principles when determining what to wear to a function that has been described as "Business Casual" on an invitation.

Resort Casual reflects an array of connotations. First, consider the environment of the event, such as if it is outdoors, and dress accordingly. If the invitation is to a business function, your attire should reflect more "business" than "resort." Of particular importance when it comes to Resort Casual is remembering that the more skin you are showing the less respect that you are shown.

Question: What do I do if my hands sweat? I hate to give handshakes!

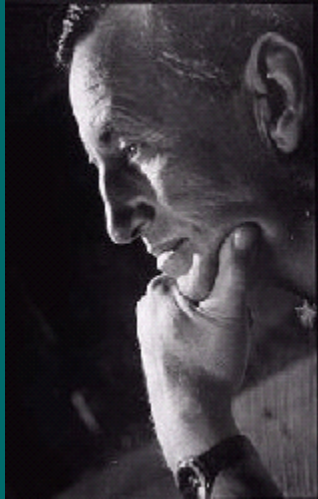
Tero® says: Many people have this concern. There is an adrenaline response when we are meeting people which causes physiological reactions like sweating. A way to curb sweaty palms is to use antiperspirant. It works on palms effectively and is not detectable. The other key which helps is to take a few deep breaths before entering an environment where you will be greeting people. Get in the present moment. Begin your handshake by connecting with the persons eyes. Arrange yourself shoulder to shoulder. Smile. Relax. When we slow down the whole interaction it is more personal and less stressful!

[Click here](#) to ask Tero® a question

Feature Article—Simple Solutions by Julie Stillman

On a recent Saturday morning, many of you were probably doing what I was doing . . . the inevitable, never ending task of laundry. Load 1 of 12 was washed and ready to be

Ian Flemming
Author of the 007 novels



Before writing 007 novels, he studied languages at Munich and Geneva universities, worked with Reuters in Moscow, and then became a banker and stockbroker.

Quote by Ian Fleming:
"I shall not waste my days in trying to prolong them. I shall use my time."

Sources:
<http://www.didyouknow.cd/fastfacts/people.htm>
<http://creativequotations.com/one/1400.htm>
http://www.klast.net/bond/flem_bio.html

Ed McMahon

one recent Saturday morning, many of you were probably doing what I was doing . . . the inevitable, never ending task of laundry. Load 1 of 12 was washed and ready to be transferred to the dryer. As the dryer started, I heard an unusual noise. My first diagnosis was a coin from my husband's pocket slipped out and found its way into the lint collector and was now inside the internal workings of the dryer. Now what? Call the repair person, or option two, fix it myself!

I pulled the dryer away from the wall to see if lurking behind the dryer was another clue to this obnoxious noise. Nothing. Nothing but two years of lint, the world's largest collection of plastic hangers and the "missing sock" to all of our single socks.

[Click here](#) for the full article

Professional Development Activity

Visualization, and the power it plays in helping us achieve our goals, is a concept that has been around for a long time. Proponents of visualization say if we are clear about what we want to bring into our lives, and we create and positively reflect on the mental picture of that thing, we will attract it to us.

Many people have used this technique successfully to help achieve business goals. It can be as simple as deciding on a business goal, writing it on a small piece of paper and carrying it in a place in your wallet where you will see it daily and reflect on it. It can also entail creating collages of pictures that represent the outcome desired and placing them on a board to look at throughout the work day.

Our development activity this month focuses on visualizing. It is our goal that using these steps, you can tap into the creative power of visualization to assist you in achieving what matters most to you.

Step 1: Find a time you can quietly reflect on your personal business objectives. You may do this informally over a month, or devote a designated time for this task. It may be something you can get accomplished in one sitting, but it may take you more time to get exact and clear about what matters to you most.

Step 2: After you have identified your goal, clearly write out all the facets of it. Be as precise as possible about what it is.

Step 3: Find a pictorial representation of your goal. If it is a monetary goal, take a dollar bill, and write over the numerical marking with the number you are hoping to achieve. If it is a goal that will create a particular feeling or item for you, find a photo to represent it.

Step 4: Here is where the personal responsibility comes in. Each day, reflect on the words you wrote. Read them aloud to yourself, and use your picture to visualize the end result. Put it away, and do everything logical you can that day to bring you closer to your goal. Stay completely positive in your thoughts about your goal and keep it to yourself.

Step 5: When you actualize your goal, give thanks! And begin reflecting on a new one.

The key to visualization lies in our personal responsibility to get really clear about what we want, give time daily to reflect on it, and to stay positive in our thinking. As Ben Stein said "The indispensable first step to getting the things you want out of life is this: decide what you want!"

What's New at Tero®?

Omaha Chamber Academy Presentation on March 21st

For those in the Omaha area, mark the morning of March 21st on your calendar. Becky

Ed McMahon Former announcer of The Tonight Show



As soon as his voice changed at adolescence, McMahon got part-time work calling bingo games. He worked as a carnival barker and a street vendor, and was the unseen voice in countless radio and TV commercials.

In the late 1950s, ABC had a daytime game show called *Who Do You Trust?*, hosted by ventriloquist Edgar Bergen and his dummy sidekick, Charlie McCarthy. When the network decided to replace Bergen & McCarthy, they brought in Johnny Carson as host, and Ed McMahon got the dummy's job. He laughed extra loud at Carson's jokes, so when Carson was picked to take over *The Tonight Show* in 1962, he took McMahon with him. For thirty years, McMahon's job was to laugh really loud at Carson's jokes and shout "Heeeere's Johnny!" When Carson left *Tonight* in 1992, McMahon left, too.

Quote by Ed McMahon:

"Honesty is the single most important factor

for those in the Omaha area, mark the morning of March 21st on your calendar. Becky Rupiper-Greene, Image and Training Consultant with Tero International, was selected to provide a two-hour keynote on Image and Influence with the Omaha Chamber Academy. Click here for more information, found on the Omaha Chamber website, and the information to register. Cost is only \$15. [Click here](#) for more details.

Cedar Rapids Open for Business Expo on March 22nd

Tero will be exhibiting at the Cedar Rapids Open for Business Expo on March 22nd, held at the U.S. Cellular Center in Cedar Rapids. Many who have visited us at an expo remember our booth for the fascinating "Gong Fu Tea" presentations that we showcase. This year, we invite those in the Cedar Rapids area to visit us at the expo and "have their levels done." You can do this while enjoying a relaxing cup of the popular Gong Fu Tea as well. Additionally, if you've been thinking about registering for a workshop, we're offering special miniature semi-precious stone globes to those who register that day at the expo.

Public Workshops in Omaha and Cedar Rapids

Tero has expanded its public offerings to include workshops offered in Cedar Rapids and Omaha. In fact, both new locations offer all of the classes involved in Tero's Level One—The Perception Series. Below are the dates and workshops for each location.

Cedar Rapids:

May 3 – Image and Influence—Polishing Your Professional Look
May 3 – Outclass Your Competition—Business Etiquette and Dining Tutorial
June 14 – World Class—How to Succeed in the International Arena
August 16-17 – IMPACT—How to Speak Your Way to Success

Omaha:

May 15-16 – IMPACT—How to Speak Your Way to Success
May 17 – Image and Influence—Polishing Your Professional Look
May 17 – Outclass Your Competition—Business Etiquette and Dining Tutorial
July 12 – Image and Influence—Polishing Your Professional Look
July 12 – Outclass Your Competition—Business Etiquette and Dining Tutorial
October 4-5 – IMPACT—How to Speak Your Way to Success

To register for a workshop [click here](#) or contact Jennifer Chittenden, Client Relations Coordinator at 515-221-2318 ext. 203 or email jchittenden@tero.com. [Click here](#) to receive an outline (pdf) of one or more of Tero's Levels. In the text of your email, indicate which series you are interested in knowing more about.

What You Can Do Online—Provide Your Feedback

Are you a graduate of a Tero workshop? Your feedback is important to us. Click below to fill out an evaluation of how your Tero acquired knowledge has impacted your everyday work and life. This opportunity is available in each eZine or you can visit Tero's website at www.tero.com to give us your feedback.

[Click here](#) to provide us with your feedback

Inspiration—Things to Think About

David Niven, in his book "The 100 Simple Secrets of Successful People" describes how we can use the fear that turns up on the road to success. The choice as to how to use it rests with us.

The fear of failure is powerful. Nobody wants to reveal to others or to themselves, that they

“Honesty is the single most important factor having a direct bearing on the final success of an individual, corporation, or product.”

Sources:

<http://www.s9.com/Biography>

<http://www.answers.com/topic/ed-mcmahon>

Tero® International, Inc.

**1840 NW 118th Street, Suite 107
Des Moines, Iowa 50325
515-221-2318**

**P. O. Box 241143,
Omaha, Nebraska 68124-1143
402-334-6819**

**training@tero.com
www.tero.com**

The fear of failure is powerful. Nobody wants to reveal to others or to themselves, that they were not capable of doing something they tried to do. This fear can be used as a source of motivation to keep you working hard toward your goals. Yet this same fear offers a convenient escape clause. You can never fail if you don't bother to try. Not trying is, of course, the ultimate failure, for it means you can never make progress toward your goals. When asked to describe significant regrets in their lives, more than eight out of ten people focused on actions they did not take rather than actions they did. In other words, they focused on things they failed to do rather than things they failed at doing.
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Tero® International, Inc.

1840 NW 118th Street, Suite 107, Des Moines, Iowa 50325
phone 515-221-2318 fax 515-221-2369

P. O. Box 241143, Omaha, Nebraska 68124-1143
Phone 402-334-6819

website www.tero.com email training@tero.com